

Celebrating A Decade of Perinatal Outreach and Education

On May 9, State Health Director Diana M. Bontá hosted BabyCal's 10th birthday party to commemorate the campaign's many successes over the past decade. Numerous state health officials, BabyCal spokesperson Holly Robinson Peete, community partners, and California families helped BabyCal mark its 10th year during the celebration held at the University of California, Davis Medical Center in Sacramento.

During the event, Director Bontá and other state health officials recognized the tremendous progress made in educating millions of expectant women about the importance of prenatal care. Specifically, the speakers highlighted the significant decrease of the infant death rate, which has dropped by more than 31 percent since 1991.

"Nearly a third of California's babies are being born healthi-

er today than were 10 years ago," said Director Bontá. "Much of this success can be attributed to people here with us today—health educators, doctors, nurses, midwives, outreach workers, administrators, celebrity spokespersons and most importantly, moms who have taken the steps necessary to assure their babies are born healthy."

Grantland Johnson, Secretary of the California Health and Human Services Agency, noted the great strides the campaign is making in reaching highest-risk communities and how those efforts have decreased infant death rates across the board. Secretary Johnson also introduced the campaign's new round of educational materials, which were developed to enhance the campaign's outreach and education efforts to expectant moms throughout the state. The materials were produced in six languages—English, Spanish, Chinese, Cambodian, Laotian and Vietnamese.

Continued on page 7

Secretary of Health and Human Services Grantland Johnson (left), State Health Director Diana Bontá (far right), and local families joined BabyCal spokesperson Holly Robinson Peete to celebrate the California Department of Health Services BabyCal campaign's 10th birthday at the University of California, Davis Medical Center.



Inside

Web Site	2
Outreach Materials	3
Media Partnerships	4
Testimonial	5
Celebrating 10 Years	6
CBOs	8
Client Education	10
Contacts	12

BabyCal Launches Web Site To Support CBOs

BabyCal has a new site on the World Wide Web! Now you can access BabyCal information by logging on to www.dhs.ca.gov/babycal to obtain a variety of campaign materials such as BabyCal News and prenatal care fact sheets each quarter. A special thanks to all CBOs who provided input during development. Be sure to check out BabyCal's new Web site today!

Features of the site include:

● **About BabyCal:** If you're looking for background information about the campaign, this is the right place to be. At this link, visitors will find BabyCal background information, birth statistics, and BabyCal's fact sheet.

● **CBO Network:** Have you ever wondered which community-based organizations (CBOs) are part of BabyCal's CBO Network? The site includes a complete listing of BabyCal's CBOs, information about being a BabyCal Network member, and the CBO Member Kit. You'll have the opportunity to print items in the member kit, including fact sheets on marketing and public relations, and making the most of your health fair experience.

● **BabyCal News:** This is a great resource if you'd like to read the current issue of BabyCal News and issues of the newsletter dating back to 1996.

● **Outreach Materials:** You'll find general information about ordering BabyCal print material items and the BabyCal order form in this section.

● **Resource Center:** This section provides links to some important California resources that can help CBOs with their education and outreach efforts.

● **Upcoming Events:** Information about upcoming prenatal care events, like health fairs and conferences, is listed here.

● **Media Information:** Designed especially for the media, this section provides background information about BabyCal, including news releases, news clips, and birth statistics.

● **Contact Us:** BabyCal wants to hear from you! This section provides email contact options to allow you to ask questions and share your comments with the BabyCal staff.

Please log on to www.dhs.ca.gov/babycal. ♥

The new BabyCal Web site, launched at the campaign's 10th birthday celebration, allows CBOs to download vital prenatal care information. Testing the new Web site are (from left) State Health Director Diana Bontá, R.N., Dr.P.H., Managed Risk Medical Insurance Board Executive Director Sandra Shewry, BabyCal spokesperson Holly Robinson Peete and California Health and Human Services Agency Secretary Grantland Johnson.



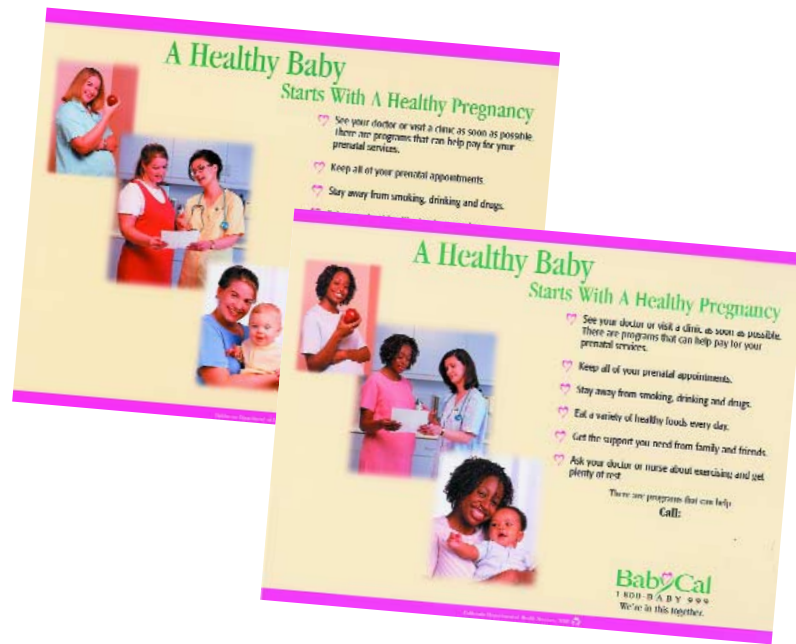
BabyCal Unveils New Outreach Materials At 10th Birthday Celebration

On May 9, the BabyCal campaign introduced its newest series of outreach materials at the 10th birthday celebration in Sacramento. Produced in full color and in six languages (English, Spanish, Chinese, Cambodian, Laotian, and Vietnamese) these materials are the most comprehensive BabyCal has ever developed.

In response to requests from CBOs across the state, BabyCal produced new English language brochures targeted to the African-American and Latino communities. Additionally, BabyCal is offering CBOs a special incentive item—a 4" x 6" photo frame entitled, "I'm a Mom." The "I'm a Mom" photo frame has six languages printed on it to help meet all CBO outreach needs.

The new materials include:

- **Three English brochures:** African-American, Hispanic, and Multicultural.
- **Five in-language brochures:** Cambodian, Chinese, Laotian, Vietnamese, and Spanish.
- **Five English posters:** African-American, Caucasian, Hispanic, Multicultural, and Native American.
- **Five in-language posters:** Cambodian, Chinese, Laotian, Vietnamese, and Spanish.
- **Photo Frame:** "I'm a Mom" in English, Spanish, Cambodian, Chinese, Laotian, and Vietnamese on the cover.



"The new Spanish-language poster is wonderful," said Lupe Macias, health educator of the Gardner Family Health Network. "The colors are much more attractive than the previous ones. The information card in the back of the brochure will be very helpful to my clients and the photo frame will be very popular."

"I really like the new Native American poster," added Monica Ayala, assistant health educator, Indian Health Center/Santa Clara. "The colors are similar to many Native American earth tones. The photo frame is one of the best incentive items I've seen recently. I have about 20 clients that will love to have one today!"

"I love the color quality of the new posters and brochures," said Kathy Garcia, WIC coordinator, Gardner Family Care Corp WIC Program. "I'm also pleased that they are written at a reading level that is easy for my clients to understand. I am glad to see BabyCal has materials in many Asian languages, particularly Vietnamese."

In May, all CBOs were sent a sampler of the new outreach materials that included brochures, posters, a photo frame, and a new order form. If you didn't receive your sampler packet, please contact your CBO coordinator or call Dina Friedman at (323) 966-5761. You may also visit our new Web site at www.dhs.ca.gov/babycal to view the materials and obtain an order form.

The campaign sends its special thanks to the CBOs and clients that participated in the development of these new outreach materials. ♥



Univision Partnership Expands BabyCal's Outreach To Central Valley

To expand education efforts in California's growing Central Valley, the BabyCal campaign partnered with Univision Network's Fresno affiliate KFTV/Channel 21 to provide important prenatal care information to the Spanish-speaking community.

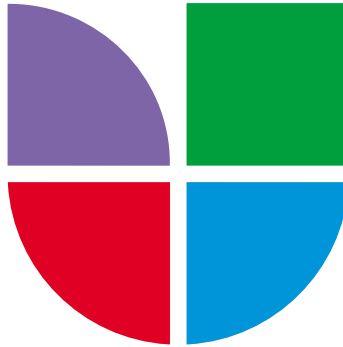
KFTV is the No. 1 rated station in the Central Valley, watched by nearly 50 percent of all households in the Fresno media market.

"Perhaps as many as 80 percent of our clients speak Spanish, so this partnership was extremely valuable in helping us serve our clients better," explained Elizabeth Castillo, Health Educator at Sequoia Women's Health Center. "Many of our clients lack resources and are not aware they can receive quality prenatal care services. This media coverage was excellent because it explained how all women, regardless of income, can get access to the care they need and deserve."

Through this partnership, Univision produced: a 30-second public service announcement with Arriba Valle Central host Lupita Lomeli; three prenatal care segments on Arriba Valle Central, the area's No. 1 rated morning show; and four news features on KFTV's 6 and 11 p.m. news broadcasts. An estimated 220,000 households in the Central Valley viewed the features.

The segments included:

- **Nutrition:** This Arriba Valle Central feature highlighted healthy foods that expectant moms can eat during their pregnancy, as well as foods they should avoid. The segment aired on April 4, and featured nutritionist Pauline Real from the Fresno Economic Opportunity Council (WIC).
- **Fitness:** This segment stressed the importance of walking and exercising during pregnancy, and educated expectant mothers about exercises they should avoid. This segment also included information on monitoring heart rate, easy exercises to do at home, and "how to" demonstrations on proper exercise techniques. The fitness segment aired on Arriba Valle Central on April 5 and featured Health Educator Candace Camargo of United Health Center and expectant mom Adriana Gomez.
- **Having A Healthy Baby:** Host Lupita Lomeli interviewed United Health Center's Juanna Herrera and expectant parents Sonia and Jose Luis Sanchez regarding state health programs available to California families. The segment that aired on April 6 featured information on Medi-Cal, Access for Infants



"Many of our clients lack resources and are not aware they can receive quality prenatal care services."

—Elizabeth Castillo,
Sequoia Women's Health Center

and Mothers (AIM) and Women, Infants and Children (WIC).

- **First Trimester of Pregnancy:** Recorded at the United Health Center in Parlier, this segment addressed what pregnant moms can expect at prenatal care visits during the first three months of pregnancy. United Health Center's Rogelio Fernandez, M.D., OB/GYN, and expectant mothers Blanca Basurto and Veronica Bautista were interviewed on April 6.
- **Involving Fathers:** This news feature encouraged fathers to be more involved in the care of their children, even before birth. Expectant parents Margarita and Juan Hernandez, clients at the Sequoia Women's Health Center, talked about their personal story. They discussed how fathers could be more active in their partner's pregnancy with Sequoia Health Educator Sandra Bellman. The segment aired on April 13.
- **Postpartum:** Physician Norma Solis, M.D., was featured in this news story about the Sequoia Women's Health Center that highlighted the center's unique Postpartum Incentive Program. Since issues like postpartum depression can significantly impact a child's health, this program serves as a vital community resource in assisting women with the help they need. The segment aired on April 20.
- **Education and Classes:** Prenatal care education is extremely helpful to expectant moms. Sequoia Women's Health Center's multi-week education classes were featured in this news segment. Health educators Elizabeth Castillo and Sandra Bellman addressed such issues as parenting, prenatal care, breastfeeding nutrition, exercise, support, immunization and preventing child abuse. The segment aired on April 27. ♥

Teaching by Example

As a 21-year-old mother of two, Tiffany McFarland turned her personal pregnancy experience into an opportunity to teach others about the importance of prenatal care. Tiffany began her prenatal education at Sistah, Sistah, a community outreach agency in San Francisco dedicated to motivating and supporting pregnant women to become self-empowered. Tiffany wanted to make sure she would have a healthy baby, so she enrolled in the agency's "Mom & Baby" prenatal class to learn about all aspects of pregnancy from labor and delivery to breastfeeding and parenting skills.

"I learned so much," Tiffany said. "The group gave me the opportunity to connect with women who had similar goals. Now, I have a strong bond with five women from the group. We've stayed in touch and have developed close friendships, which enable us to give each other an additional support network."

As one of its strongest advocates, Tiffany quickly assumed a leadership role in the organization when Sistah, Sistah began losing some of its funding. As a result, the "Mom & Baby" program continued and began utilizing the services of various volunteer health educators and practitioners to teach expectant mothers the various aspects of pregnancy and parenting. Starr Bailey, a community home visitor at Sistah, Sistah asks these volunteers to donate their time and refers them to Tiffany.

Tiffany started facilitating a parenting group of her own to take some of the financial burden off of the agency when funding began to decrease. She was encouraged to do this by Starr along with other Sistah, Sistah staff members. Tiffany completed Sistah, Sistah's facilitator-training program consisting of six intense training sessions and an extensive curriculum focusing on prenatal care. The facilitator training is provided by Polaris Research & Development Inc., a BIH training subcontractor, and is taught by Parent Educator, Carol McGruder.

As an independent facilitator for the past two years, Tiffany is teaching other expectant mothers about parental involvement, parent support, and Afro centric parenting, which focuses on the past, present and future of child rearing in the African-American community. Currently, Tiffany is facilitating classes for the Black Infant Health/Caheed Center in San Francisco, and with a local homeless women's prenatal program. Tiffany's clients are referred to her by the Black Infant Health/Caheed Center and various clinics and community service agencies in San Francisco.

"I love what I do," Tiffany said. "Facilitating parenting courses has helped me to be more independent. I've learned it's important to encourage and assure other women that anything is possible with education, dedication, and commitment."

"Pregnant and parenting women need support," she added. "There are so many resources available to help pregnant women. Take advantage of them. The sooner you do it the healthier your pregnancy and your baby will be." ♥

Tiffany McFarland (back row, right) teaches expectant women about why prenatal care is so important to the health of their baby. Pictured with Tiffany are her two children, Devin Charles (left) and Sabrina Carole, as well as Sistah, Sistah staff member Starr Bailey.



Celebrating A Decade Outreach and Ed



State Health Director Diana Bontá, who hosted the event, thanked CBOs for their role in the state's 31 percent reduction in infant death rates since 1991.

BabyCal spokesperson Holly Robinson Peete celebrated with mother Trish Johnson and her babies.



Sheri Rickman-Patrick (left) and Dr. Zenja Watkins of the University of California at Davis excitedly show off their BabyCal T-shirts autographed by Holly.

e of Perinatal ucation



Each child that attended the campaign's 10th birthday party was given a special BabyCal T-shirt to commemorate the event.



Continued from page 1

"As a result of our efforts, infant death rates have decreased across the board. The 1999 infant death rate of 5.4 is the lowest ever recorded in California and the lowest among the 10 most populated states," Secretary Johnson noted.

Sandra Shewry, executive director of the Managed Risk and Medical Insurance Board spoke about how AIM and Medi-Cal are part of an integrated public health system that removes barriers for women to gain access to vital prenatal care services. As a result of these services, more babies are being born healthy in California.

At the event, BabyCal also unveiled a new Web site to support the efforts of its community-based organization (CBO) network. The new site provides health educators with easy access to vital prenatal care information like nutrition tips, breastfeeding and prenatal care do's and don'ts. Guests had the opportunity to preview the new site at the event's mini "Cyber Center."

Adding to the excitement of the celebration was a special visit by mother, actress, and BabyCal spokesperson Holly Robinson Peete. Since joining BabyCal in early 1999, Holly has been a passionate advocate of the campaign. Her support has brought even greater visibility to the need for expectant mothers to receive prenatal care. In recognition of her generous contributions to BabyCal, Holly was honored with a special commendation from Governor Gray Davis.

"It's a pleasure being able to share in the task of helping California mothers get the prenatal care they need," Peete said. "Being a mother myself, I know the importance of getting the proper prenatal care and getting it early. I was thrilled when BabyCal asked me to be its spokesperson."

At the conclusion of the speaker presentations, CBOs and children joined Holly, Director Bontá, Secretary Johnson, and others around the BabyCal 10th birthday cake to sing Happy Birthday.

Although the infant death rate has decreased significantly, "there is still work to be done," said Bontá.

BabyCal would like to send a special thanks to Dr. Zenja Watkins, Medical Director of UCD's OB/GYN Clinics and the University of California, Davis Medical Center for hosting the 10th birthday event! ♥

Dozens of BabyCal CBO Network members, parents, expectant mothers and children shared in the campaign's 10th birthday celebration. BabyCal Network CBOs have played an integral role in the state's 31 percent reduction in infant death rates since 1991.

Families in Good Health

Long Beach/Contact: Carol Bond, Program Coordinator (562) 491-9100



Families in Good Health's "Cultural Healing Team" produces a one-hour television program for the Cambodian Cable Network focusing on health issues such as prenatal care. Pictured are (left) Community Health Advocate Sinone Tuor, newborn Maya Tempreaut, Laotian/Hmong Community Health Advocate Melody Moua and mom Maypark Tempreaut.

Located in Long Beach, Families in Good Health (FIGH) offers home visitation services specifically for pregnant and parenting women. FIGH is a multilingual and multicultural health and social education program that focuses on health promotion and disease prevention primarily for the Southeast Asian, African-American, and Latino communities of Long Beach. FIGH also offers a diabetes outreach and management education program, teen pregnancy prevention, immunization awareness, and breast and cervical cancer awareness.

An intensive home visitation program called "Parents and Children Together" was created to provide educational home visits to high-risk families, including pregnant and parenting women, and teens with children from 0-3 years old. The program's community health workers offer home-based prenatal and postpartum education, assessment, child development, parenting education and referrals.

"Our health workers help clients apply for Medi-Cal and the Healthy Families Program to ensure moms-to-be and babies get regular check-ups," said Carol Bond, Program

Coordinator. "That's why the BabyCal materials are so helpful. They provide information on state programs available for moms-to-be and their babies."

FIGH, now part of St. Mary Medical Center, also has formed a "Cultural Healing Team" with the help of their bilingual and bicultural FIGH staff, who act as cultural liaisons for the Center's Cambodian patients. The "Cultural Healing Team" produces a daily one-hour television health program that airs on the Cambodian Cable Network.

The show focuses on health issues, including perinatal education, prenatal nutrition, postpartum, various forms of cancer, disease prevention and the proper use of the emergency room. The show also is dedicated to informing people about changes in health policies that directly affect the Cambodian community, including changes in Medi-Cal and applying for Healthy Families and other state programs.

"BabyCal's multilingual materials, especially those in Cambodian and Laotian, are excellent resources for our staff," said Carol. "There aren't many resources offered in these languages." ♥

Pregnancy Choices – East Bay Pregnancy Crisis Center

Union City/Contact: Franie Aguilar, Client Services Coordinator (510) 487-4357

This year, Pregnancy Choices – East Bay Pregnancy Crisis Center is celebrating 20 years of services dedicated to low-income women and families in Alameda County. Since 1981, the private, non-profit center has provided prenatal information, counseling, and support services on all pregnancy options for more than 1,000 women each year.

Four years ago, a medical component was added, which gave Pregnancy Choices the ability to provide comprehensive prenatal care services.

"We've come a long way," said Linda Bertolami, President and CEO. "We were once a facility without a bathroom. One-hundred percent of our funding is from private donations and fund-raising, so we are very proud of what we've accomplished to improve services and our facilities."

Since 1998, Pregnancy Choices has offered a "Mom & Me" program designed to promote healthy pregnancies and give babies a healthier start in life. The six-week course, taught by health care professionals, includes education on fetal development, labor and delivery, infant care, and breastfeeding.

Upon completion of the program, expectant mothers are invited to attend a graduation baby shower. During the ceremony, they are given baby monitors, breast pumps, and BabyCal materials.

"Moms especially love the photo frame magnets they receive from BabyCal," said Judy McConaghy, Nurse Manager.

"BabyCal's materials have been instrumental in helping our education programs."

Thanks to a new grant, the Crisis Center now offers a four-week childbirth education class that focuses on every aspect of the childbirth process from pain control to postpartum and newborn care. In addition, through a partnership with the Alameda County Safe Kids Program, a two-hour course on child car safety has been added. Upon completion of this course, each graduate is given a voucher towards the purchase of a car seat.

"We're here to help women make healthy choices and to encourage them to take advantage of the services that we offer," said Bertolami. "Our goal is to support women who may not have any other support in their lives."

Pregnancy Choices also works extensively to ensure the baby's father is involved in every aspect of the pregnancy. The agency encourages expectant moms to include their male partner in the pregnancy process beginning with the first pregnancy test.

"If the male partner is interested in coming in, then he should be just as informed and educated as the expectant mom is," said Franie Aguilar, Client Services Coordinator. Currently, the Crisis Center offers a "Forgotten Father" program, designed to help educate men about concerns they may have about various pregnancy options. The agency also is creating a male involvement program scheduled for introduction later this year. ♥

This year Pregnancy Choices—East Bay Crisis Perinatal Center is celebrating 20 years of service to families in Alameda County. Pregnancy Choices offers clients a "Mom & Me" program designed to promote healthy pregnancies and give babies a healthier start in life. Nurse Manager Judy McConaghy (right) discusses a sonogram photo with client, Michelle Valez.



Before and During Pregnancy You Need Folate; To Have a Healthy Baby, Eat Foods High in Folate or Folic Acid



Folate Prevents Some Birth Defects

- Folate is a vitamin that lowers your chances of having a baby with birth defects. It helps the baby's spine and brain grow. A woman needs folate in her body even before she gets pregnant.

Choose Foods Fortified with Folic Acid

- Buy foods that have folic acid or folate on the nutrition label.
- Folic acid may be added to cereal, bread, rice, flour, grits, corn meal, farina and pasta.
- Cereal high in folic acid are Total Corn Flakes®, Whole Wheat Total®, Total Raisin Bran® and Product 19®.

Beans are High in Folate

- Eat beans several times a week.
- Beans and lentils are the best vegetable source of folate.
- Use beans in salads and soups or as a main dish.

Some Nuts also Have Folate

- Snack on a handful of peanuts, sunflower seeds, walnuts or almonds.

Many Fruits and Vegetables Have Folate

- Eat at least five servings of fruits and vegetables every day.
- Drink orange juice. Enjoy oranges, pineapple, cantaloupe, bananas and avocados.
- Eat vegetables such as broccoli, asparagus, spinach, dark green lettuce and okra. You can eat them raw, steamed or microwaved. Be careful not to overcook.

Questions About Folate

What is Folate?

Folate is a "B" vitamin your body needs every day to be healthy. Folate also is called folic acid.

Why Do I Need it?

It helps your baby's cells grow and divide the right way during pregnancy. This lowers your chances of having a baby with birth defects of the brain or spinal cord.

When Do I Need Folate?

It's especially important to have folate in your body before you get pregnant and during the first months of pregnancy.

How Can I Get Enough Folate?

Eat a variety of the foods listed in this article. You need 400 micrograms of folate daily. If you eat one cup of beans, 3/4 cup of broccoli, and drink one cup of orange juice, you can meet your folate needs for one day.

Not everyone eats enough folate every day. We recommend that you also take a vitamin pill that contains 400 micrograms of folic acid daily. Talk with your doctor about this. ♥

Sources: The Department of Health Services, Maternal and Child Health Branch and Genetic Disease Branch; March of Dimes Birth Defects Foundation; Pacific Southwest Regional Genetics Network; and California Blackeye Council. Graphic design and field testing by Education Programs Associates.

Antes y Durante su Embarazo Usted Necesita Folate; Para Que su Bebé Nazca Saludable Coma Alimentos Que Contienen Mucho Folate o Acido Fólico



Folate Previene Algunos Defectos de Nacimiento

● Folate es una vitamina que reduce el riesgo de que su bebé nazca con algún defecto. Ayuda a desarrollar la columna y el cerebro del bebé. La mujer necesita esta vitamina en su cuerpo aún antes de quedar embarazada. Al folate también se le llama ácido fólico.

Escoga Alimentos Fortificados con Ácido Fólico

- Compre alimentos que contengan ácido fólico, folate o folic acid. Lea la etiqueta.
- A varios cereales, pan, arroz, harina blanca y de maíz, harina y macarrón se les ha agregado ácido fólico.
- Algunos cereales contienen mucho ácido fólico: Total Corn Flakes®, Whole Wheat Total®, Total Raisin Bran® y Product 19®.

Los Frijoles Contienen Mucho Folate

- Coma frijoles varias veces por semana.
- La mejor fuente vegetal de folate se encuentra en los frijoles y las lentejas.
- Use frijoles en ensaladas y caldos.

Algunas Nueces También Contienen Folate

- Coma una porción de cacahuates, semillas de girasol, nueces o almendras como bocadillo.

Varias Frutas y Verduras Contienen Folate

- Coma por lo menos 5 porciones de frutas y verduras cada día.
- Tome jugo de naranja. Disfrute de las naranjas, la piña, el melón, los plátanos y los aguacates.
- Coma verduras como brócoli, espárragos, espinacas, lechuga de hoja verde y okra. Se las puede comer crudas, cocidas al vapor o preparadas en el horno de microondas. No las cocine demasiado.

Preguntas Sobre el Folate

¿Qué es Folate?

Folate es una vitamina "B" que el cuerpo necesita a diario para mantenerse sano. Folate también se llama ácido fólico o folic acid.

¿Por Qué Lo Necesito?

Ayuda a que las células de su bebé crezcan y se dividan bien durante el embarazo. Esto reduce el riesgo de que su bebé nazca con defectos del cerebro o de la columna.

¿Cuándo Necesito Folate?

Es muy importante tener bastante folate en su cuerpo antes de quedar embarazada y durante los primeros meses del embarazo.

¿Cómo Puedo Obtener Bastante Folate?

Coma alimentos variados como los que le mostramos en este folleto. Usted necesita 400 microgramos de folate cada día.

Por ejemplo, si en un día usted consume una taza de frijoles, una taza de jugo de naranja, y 3/4 de taza de brócoli, obtendrá el folate necesario para ese día.

Muchas personas no comen suficiente folate al día.

Recomendamos que tome vitaminas con 400 mcg de ácido fólico a diario. Hable con su médico sobre esto. ♥

Fuentes: Departamento de Servicios de Salud de California, Maternal and Child Health Branch y Genetic Disease Branch; March of Dimes Birth Defects Foundation; Pacific Southwest Regional Genetics Network; y California Blackeye Council. Fue ilustrado y traducido por Education Programs Associates.

"Baby Love" Wins Emmy

"Baby Love," the half-hour television special produced in partnership with the BabyCal campaign and UPN affiliate KCOP 13 in Los Angeles, won the 2000 Emmy Award for Excellence in Education. The award was presented at the Academy's 53rd Annual Los Angeles Area Emmy Awards on June 23.



The program, narrated by actress and mother Mo'Nique, features experts from BabyCal network CBOs and their clients who share their insights. BabyCal would like to send a special thanks to the CBOs who participated in the making of the special: Healthy Men Support Group, Healthy Babies Alliance, South Central Substance Abuse Center, Perinatal Substance Abuse Program, Daniel Freeman Memorial Clinic, Hawthorne Medical Clinic, Day One, Pasadena Public Health Department, Black Infant Health, ABC-USD Teen Parent Program and Great Beginnings for Black Babies.

The "Baby Love" program is included on the recently released BabyCal educational videotape available free of charge to all BabyCal network members. If your CBO would like to order a copy, please contact Dina Friedman at (323) 966-5761.

2001 Conference and Health Fair Schedule

BabyCal has participated in the following events this year:

- Teen Pregnancy & Parenting Conference, January 10 in Rocklin
- Black Infant Health Contractors Conference, February 20 in Sacramento
- Families, Babies and Drugs Conference, March 6 in Modesto
- Viva El Mariachi Festival, March 25 in Fresno
- Women, Infants & Children Trade Show/Conference, April 9-10 in San Diego
- California Alliance Conference with School Aged Parenting (CACSAP), April 27-28 in Sacramento
- Maternal & Child Health Conference, May 30-31 in San Francisco
- World's Largest Baby Shower, June 9 in Sacramento

Correction

BabyCal apologizes for an error in the testimonial article in the Winter/Spring '01 issue of BabyCal News entitled "How Community Programs and Support Made My Pregnancy Easier." The correct title for the agency is the Sacramento Urban Indian Health Project, Inc. (SUIHPI) and the Community Health Worker is Myrna Monroe. Indian Health Services is the agency that provides smoke detectors and car seats for babies and families. ♥

Welcome, New BabyCal CBOs

BabyCal welcomes six new CBOs to the statewide BabyCal Network, of approximately 550 organizations.

- Clinica De Los Angeles Medical Group, Los Angeles
- Dr. William G. Edwards, Riverside
- East Los Angeles Medical Clinic, Los Angeles
- A.K.A. Head Start, San Diego
- Birth & Beyond-Prairie Reese Resource Center, Sacramento
- Caring for Women-Pregnancy Resource Center, Oroville

CBO Coordinators

Northern California:

Nadine Roberts Cornish (916) 925-7816
Lori Goodwine (916) 446-2842

Southern California:

Tania Watson (661) 297-0048

Hill and Knowlton

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048
Contact: Dina Friedman (323) 966-5761
Fax: (323) 782-0143
Email: BabyCal@dhs.ca.gov

Department of Health Services

714 P Street, Room 1650
Sacramento, CA 95814
Contact: Tyra Allen (916) 654-0224
Fax: (916) 653-9212
Email: babycal@dhs.ca.gov

Visit BabyCal's New Web Site

www.dhs.ca.gov/babycal

Ordering Information

CBOs may order BabyCal campaign outreach materials by completing an order form and faxing it toll-free to FYI Direct at (888) 428-6245. Orders are filled and shipped at no cost to you within three to five days after receipt of your request. If you have any questions regarding your order, please contact FYI Direct at (800) 308-2679. Order forms also are available on the BabyCal Web site at www.dhs.ca.gov/babycal.

Please contact your CBO coordinator or Dina Friedman of Hill and Knowlton at (323) 966-5761 for forms or for special orders.

To order a CBO Member Kit, call Dina Friedman or contact your CBO coordinator. The CBO Member Kit provides a special place to store your BabyCal informational materials. ♥